

# B2B Social Media Workshops

## SOCIAL MEDIA FOR B2B

B2B companies can use social media to establish new and closer connections with other organizations or people of interest

## SOCIAL MEDIA FOR YOUR MARKET & BUSINESS

Assessing your market and your business is important because it will help you determine if social media is right for your business

## SOCIAL MEDIA IS NOT FREE

Time, money and resources are required in order to execute social media programs that focus on results



Social media has achieved mainstream status with millions of people and thousands of businesses using it as a way to conduct **research**; create **connections** and conduct **commerce**. There are many business leaders who are **skeptical** on the **value** social media can deliver to a business however. They are asking:

- Can social media deliver a **return on investment (ROI)**?
- Are my customers **using** social media?
- Can my organization integrate social media into our **day to day** operations?
- Where should we start?

These are just some of the questions we discuss and help you answer in our hands on social media marketing workshop.

- Find out how social media is being used by B2B buyers
- Learn how to use social media to prospect and make direct connections
- Find out if your customers and prospects are using social media
- Use social media tools such as blogs, Twitter and LinkedIn to produce results
- Create, execute and measure social media marketing program

The Social Media Marketing workshops are designed for small to medium sized business to business (B2B) companies. It provides them with an assessment of the social media landscape and the role it plays in the buying cycle. A hands-on workshop, it also provides participants with key information, tools and frameworks to develop and implement a social marketing programs for their business.

The workshop is an interactive learning **and** doing experience where participants' role up their sleeves and apply what they learn. This workshop is led by Chris Herbert, a B2B Specialist, with over 20 years experience marketing and sales. Chris is the founder and Chief Marketing Officer of Mi6.

# Workshop Overview



## KEY INFORMATION

Get up to date information and insights on how social media is being used by B2B buyers and sellers

## HANDS ON EXERCISES

Learn by doing through simulated and safe social media exercises. Or, apply what you've learned in real time using your existing social media outposts

## TOOLS & BEST PRACTICES

Apply best practices and tools to help you develop and implement social media strategies for business and professional development

## ABOUT MI6

Mi6 is a B2B Marketing Agency founded by Chris Herbert. Mi6 develops and implements relationship, reputation & revenue generation programs for B2B companies.

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This introductory workshop is instructional and interactive in nature. Participants are provided with up to date research & analysis on the role social media plays in the buying process.

They are provided with an online social workspace and a series of hands on exercises in the areas of blogging, social prospecting & networking, online discussions and more.

Best practices and planning tools are provided to participants to help them plan and implement their own social media marketing program.

**Special Bonus:** All participants have six month access to a private instructional and interactive community where they can learn more and hone their social media marketing skills.

## Workshop Agenda

### Part 1: Social Media Overview

- What is social media?
- The social networker
- How professionals use social media to buy

### Part 2: Social Media Tools Interactive Instruction

- How to use social media to listen to your customers, prospects & competitors
- Using and producing content to connect with key business contacts & position your company as a thought leader

### Part 3: Defining Your Social Media Marketing Program

- Social media objectives
- Social media marketing best practices
- The social media marketing grid

### Part 4: Setting Up & Implementing a Social Media Marketing Program

- Conducting a social media assessment
- Establishing your own objectives, strategy and tactics
- Laying out your social media marketing program

### All Workshops Include:

- Real world case examples
- Full day hands on instruction
- Food and beverage
- Up to date research on social media trends
- Social media workspace
- Workbook and tool kit
- Six month membership to Mi6 workshop community